

Bachelor of Business Administration, 210 cr

4 Enhancing International Expertise 30 cr

Towards expertise in Global Business
Thesis
Internship

3 Managing Global Business 60 cr

Internationalisation through
Research, Development
and Innovation

Implementing
strategies
for global success

Specialisations
Thesis
Internship

Developing
Global Business

Global Management

2 Global Business Knowledge 60 cr

Gaining skills in
communication,
analytical thinking
and finance

Analysing international
environments

Specialisations:
International
Sales &
Digital
Marketing

Business
Management
Tools

Understanding
Global Markets
and Customers

1 Essential Business Skills 60 cr

Understanding Business Environment

Fundamental Business Skills